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WHAT IS CLAIMED IS:

1.   A computer-implemented method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the method comprising comparing selected ones of the plurality of attributes associated with each of a first subset of the individuals with the selected attributes associated with others of the first subset of individuals to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into further subsets of the individuals, wherein each of the individuals in the first subset has at least one of the plurality of attributes in common.

2.   The method of claim 1 further comprising applying at least one query to the relational database to identify the first subset of individuals, the at least one query corresponding to the at least one of the plurality of attributes which the first subset of individuals have in common.

3.   The method of claim 2 wherein the selected attributes include the at least one attribute corresponding to the query.

4.   The method of claim 2 wherein the selected attributes do not include the at least one attribute corresponding to the query.

5.   The method of claim 1 further comprising defining a gaming DNA including the selected attributes.

6.   The method of claim 5 wherein the gaming DNA includes only the selected attributes.

7.   The method of claim 5 wherein the gaming DNA includes additional attributes beyond the selected attributes.

8.   The method of claim 5 wherein the gaming DNA fewer than all of the plurality of attributes.

9.   The method of claim 1 further comprising generating a marketing strategy for at least one of the further subsets of individuals.

10.   The method of claim 9 wherein generating the marketing strategy comprises identifying at least one single relational polymorphism between the subsets of individuals and generating the marketing strategy with reference thereto.

11.   The method of claim 10 wherein the at least one single relational polymorphism corresponds to at least one of age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, and date of birth.

12. The method of claim 1 wherein the relational database comprises a player tracking database generated in a gaming environment, and the individuals correspond to players in the gaming environment.

5   13. The method of claim 12 wherein the plurality of attributes comprises at least some of age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, and date of birth.

10   14. A computer readable medium having computer program instructions stored therein for performing the method of claim 1.

15. A computer readable medium having data stored therein identifying the further subsets of individuals identified according to the method of claim 1.

15   16. The method of claim 1 wherein the relational database comprises player tracking data from a plurality of gaming properties.

20   17. The method of claim 16 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

25   18. A player tracking system for use in a gaming environment comprising at least one computing device having a central processing unit and associated memory for storing a

player tracking database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the central processing unit being operable to compare selected ones of the plurality of attributes associated with each of a first subset of the individuals with the selected attributes associated with others of the first subset of individuals to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into further subsets of the individuals, wherein each of the individuals in the first subset has at least one of the plurality of attributes in common.

19.   The player tracking system of claim 18 wherein the player tracking database comprises player tracking data from a plurality of gaming properties.

20.   The player tracking system of claim 19 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

21.   A method for providing software via a wide area network comprising transmitting computer program instructions over the wide area network, the computer program instructions being operable to cause a computer to perform a method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the method comprising comparing selected ones of the plurality of attributes associated with each of a first subset of the individuals with the selected attributes associated with others of the first subset of

individuals to determine at least one difference among the plurality of attributes according to which the first subset of individuals may be divided into further subsets of the individuals, wherein each of the individuals in the first subset has at least one of the plurality of attributes in common.

22. The method of claim 21 wherein the relational database comprises player tracking data from a plurality of gaming properties.

23. The method of claim 22 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.

24. A computer-implemented method for analyzing data in a relational database in which a plurality of attributes are stored for each of a plurality of individuals, the plurality of attributes including at least one attribute relating to gaming behavior associated with the corresponding individual, the method comprising:

querying the relational database to determine a first subset of the individuals having at least one of the plurality of attributes in common;

identifying selected ones of the plurality of attributes as gaming DNA attributes;

comparing the selected attributes associated with each of the first subset of individuals with the selected attributes associated with others of the first subset of individuals to determine at least one single relational polymorphism in the respective gaming DNA attributes; and

dividing the first subset of individuals into further subsets of the individuals in accordance with the at least one single relational polymorphism.

25. The method of claim 24 wherein the relational database comprises player tracking data from a plurality of gaming properties.

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26. The method of claim 25 wherein the first subset of individuals comprises individuals corresponding to player tracking data from more than one of the gaming properties.